FaceTime™

Hello. Welcome to the FaceTime styleguide

Contents

Overview

Our Mission

FaceTime is the marketing body for the multi-billion pound live events industry, set up to help customers harness the power of live events to drive sales, enhance customer relationships and deliver customer insight.

FaceTime's mission is to provide expertise and guidance for marketers and businesses explaining why and how live events work and how to get the very best out of the medium.

FaceTime champions best practice in the live events industry, builds insight into the medium through market-leading research and promotes its unique qualities with the goal of growing the sector.

The styleguide

This styleguide has been produced to ensure consistency of our message across all forms of communication.

Our intention is for the FaceTime brand identity to remain cohesive and understood - any deviation from these guidelines may cause confusion and dilution of the brand.

The logo and brand property should only be used in ways that are appropriate (as outlined in this styleguide).

The styleguide should be read by anyone working with the logo - either in-house at FaceTime or by any external parties such as designers.

FaceTime

Our organisation is called 'FaceTime' - one word with a capital T in Time.

The logo itself should not be used as part of a sentence (always write the word 'FaceTime' in text).

Need artwork? Any questions?

Please contact FaceTime directly for original file formats of the FaceTime brand.

call us on: **01442 285809**

email: **hello@FaceTime.org.uk**

www.facetime.org.uk

Visual Elements

Our logo

The FaceTime logo represents our brand and is recognised throughout the industry.

Do not reproduce the logo as the logo words are not a pure typeface, do not adjust any colours on the icons or sizes of the icons in relation to the logotype.

If you need to scale the logo make sure it is scaled equally width and height in percentage.

Please ask for a copy of the logo which FaceTime will be happy to supply in the requested format.

Let the logo breathe

Clear space

We respect the logo by giving it some space. The preferred clearspace around the logo is equivalent to height of the letter 'F' from the logotype.

Minimum size

In print, the logo should never appear smaller than 7mm, on-screen it must appear at least 50 pixels wide.

Minimum clearspace

50 pixels

Web minimum size

7mm

Print minimum size

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Logo colours

The main FaceTime logo, with gradient blue and green icons and black logotype is shown under 'Normal: colour'

Where contrast is limited, the logo may be reversed to white on a brand colour or image.

When placing the logo on a photographic background make sure that the logo is fully visible and check with FaceTime before proceeding.

RGB, CMYK and mono versions are available on request.

Normal

Colour

Mono

Reversed

Colour

Mono

Strapline

The strapline complements the logo and can be used to link to the logo or on its own in communications. The strapline sentence is in Gotham bold, all capitals and is always black.

It does not have a fixed position. Examples are shown later on in these guidelines.

EXPERIENCE THE POWER OF LIVE EVENTS

on its own

EXPERIENCE THE POWER OF LIVE EVENTS

with main logo

Tone of Voice

Our tone of voice

FaceTime is an initiative that is intended to communicate with a wide range of our members' customers in a relaxed, fun and engaging way. The FaceTime Tone of Voice should reflect this whilst maintaining the core values of the AEO of being professional, informative, honest and straight talking.

Although FaceTime may be considered the fun, sometimes playful, younger brother in the AEO brand family, jargon and slang terms should be avoided.

Imagery - photography

Modern imagery with a more abstract feel, to create a library for FaceTime, consisting of a range of subjects to reinforce FaceTime's guidance for marketers and businesses.

All photographs used for FaceTime require a corporate blue colour filter applied as an overlay with opacity percentage between 60-80%

Imagery - Icons

When producing guides FaceTime uses icons to highlight messages and copy within the subject.

Icons should be simple, fresh and have a black keyline to provide impact when used on coloured backgrounds.
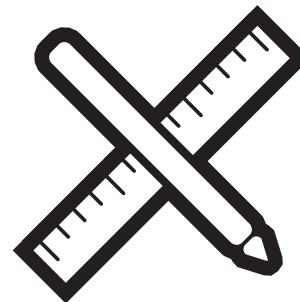
Placement

Images and Icons can be placed in the 'speech' icon style to illustrate communication that FaceTime creates at live events.

These can be used to highlight information in folders or marketing literature. The Icons can be used in the commercial guides to create a consistent theme throughout.

Icons can also be used on their own on a contrasting background, however photographic images should always be positioned in the 'speech' icon. unless used as a full page image.

Corporate Typography

Gotham typeface

Gotham is the FaceTime corporate typeface and should be used in all communications where possible. Using this font lends a clean and open image and brings consistency to the FaceTime brand.

In most instances you should only need light and bold version from the Gothic family.

Copy is ranged left and is set in upper and lower case at 9pt with 12.755pt leading, this can be increased using +4 leading (eg 10pt on 14pt). There is no maximum size for type though it should never be smaller than 8pt.

In-House typeface

Calibri should be used if Gotham is unavailable. For all correspondence by FaceTime in-house such as email and typing templates Calibri should be used.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,()@#£*

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,()@#£*

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,()@#£*

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,()@ #£*

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Colour Palette

Primary

The primary colour palette is also used to create the main logo.

Secondary

The secondary colour palette complements the logo and can provide a wider variety of colours if needed.

Primary

Pantone 306C C75 M0 Y0 K0 R0 G194 B243 #00c2f3	Pantone 382C C35 M0 Y100 K0 R203 G217 B46 #cbd92e

Secondary

C80 M30 Y25 K30 R72 G110 B130 #486e82	C0 M50 Y100 K0 R247 G148 B30 #f7941e
C0 M0 Y0 K50 R151 G151 B151 #979797	C0 M100 Y60 K10 R182 G7 B63 #b6073f

Examples
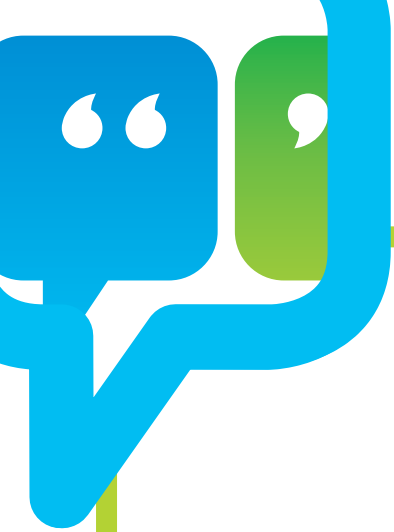
Consumer Guides -

These are generally 1 or 4 pages long, landscape with fixed introduction page with large icon. Smaller icon position style is used for secondary pages.

Visual tone is playful with bold colours, Icons and speech icons to highlight copy.

These are optimised for digital use.

Versions are available on request.

FaceTime

EXPERIENCE THE POWER OF LIVE EVENTS

The Last Minute Guide to Exhibiting

Your essential GUIDE to exhibiting at lightning quick speed!

This is the guide for anyone who has:
- ✔ Signed up to an exhibition at short notice
- ✔ Been thrown the job by the boss
- ✔ Run out of time and is hyperventilating

DON'T PANIC!!!
Here are loads of time-saving tips and helpful advice....

OK, IT'S NOT IDEAL BUT YOU'RE NOT THE FIRST PERSON TO FIND THEMSELVES IN THIS SITUATION.

It might be one or two weeks until the event or you might be lucky and have a month. Whatever your time constraints, believe us when we tell you – you can turn this around and be one of the best exhibitors at the show.

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FaceTime

STEP 1 — **GET UP AND RUNNING IN SIXTY MINUTES!**

1. Get the exhibitor log in and password to access the show website.
2. Fill out your exhibitor profile on the show website – it normally only needs a logo and 50 words!
3. Follow all relevant social media channels (check out the show website) linkedin, twitter, facebook.
4. Get the name of a customer service contact from the event organiser (again, check out the show website) – you are going to make their life hell.
5. Print off/screen shot the deadlines page of the exhibitor manual (it'll be in the exhibitor zone).
6. Phone up your legal/finance person and ask them to send you a copy of the company's public liability insurance cover or insure you if you don't have one.
7. Take a deep breath, make yourself a tea and pat yourself on the back - you've just made it through the first hour.

This guide will help you calm down, chill out, work out the fastest path for event success so that you can kick back and relax before the show!

STEP 2 — **TWO QUICK SENTENCES THAT WILL HELP YOU FOCUS**

1. At the show I want to: *(tick all that apply)*

- Develop leads
- Meet new people
- Grow our database
- Let people know about our products and services
- Launch a new product or service
- Get feedback on a prototype product or service
- Sell stuff
- Other

2. I will be happy if I manage to get: *(insert approx number)*

- Leads
- Meetings
- Sales
- Enquiries
- Surveys

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Business Guides -

These are generally 1 or 4 pages long, portrait with fixed large icon and logo at the top.

Visual tone is more corporate, with photography and speech icons to highlight copy.

These can be used digitally and are printed to fit within corporate folders.

Versions are available on request.

FaceTime

EXPERIENCE THE POWER OF LIVE EVENTS

LAST MINUTE GUIDE TO EXHIBITING

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✔ Signed up to an exhibition at short notice

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TOP TIP
A couple of days before the show contact all your suppliers to make sure that the orders are progressing and on time.

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EXPERIENCE THE POWER OF LIVE EVENTS

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